

Minutes  
Design Committee  
Jan. 23rd, 2012  
Downtown Whitewater Office  
150 W. Main St. 8:00 AM

Members present: David Saalsaa, Richard Helmick, Rick Fassl, Latisha Birkeland, Roni Telfer

1. David called the meeting to order at 8:01 am.
2. Approvaed minutes from Nov. 28th meeting
3. David led discussion of downtown streetscape trees.

Some trees have caused need for sidewalk repairs

Chuck Nass would like to discuss the process for tree replacement in downtown – for more appropriate trees.

SUGGESTIONS offered in order of importance:

- 1)replace diseased trees with ones of more appropriate size/type;
- 2)replace trees doing sidewalk damage with ones of more appropriate size/type;
- 3) trim the canopy;
- 4)remove suckers;
- 5) regularly trim trees.

Group strongly suggested that there be a plan to communicate this process to the public.

David will invite Chuck to our February meeting.

**MOVE MEETING DATE TO FEBRUARY 20.**

Summary: The concerns about the downtown trees are 1) Safetyissues , 2) visual issues, 3) purpose: to enhance life,

4. Work Plans updates

Adopt-a-block

Richard reported that enthusiasm has fizzled out.

Richard will contact Kim Clarkson to connect with Make a Difference Day.

Walking tour brochure (Historical Preservation Month)

Tweaking information to make it correct. Map is good. Need brief discription of DTWW. Moving to printing.

Richard will get date of Landmarks Tour in May.

Façade grant follow-up:

Rick Fassl will contact recipients. Will display sign; will get photo with recipient.

Rick raised the issue of Cigarette butt holders etc. Still need to do something . Still need Parking lot clean up.

David will check on what is being done regarding parking signs.

5. Discussion of Happy Holidays Parade recap

Suggestions:

- More music floats

- Theater students dressed in costumes giving out candy
- Solicit church (and choral) groups
- Solicit schools participation

Question was raised of WHOSE RESPONSIBILITY IS THE PARADE?  
WHO IS PLANNING? Is this in any group's workplans? ASK THE BOARD.

Also: WHOSE RESPONSIBILITY IS THE PARADE, HALLOWEEN,  
DECORATIONS, ETC? SHOULD THIS BE PART OF PROMOTIONS?  
(RICK FASSL WILL BE INVOLVED )

Who will take ownership of decorations, etc? Trees?

#### 6. Update on zoning advisory committee progress

Feb 1 – next meeting of rewrite committee 5:00-7:00pm

NEIGHBORHOOD SERVICES & POLICE working To set a standard for enforcement procedure.

7. Update on Milwaukee/Main intersection restructuring (address at next meeting)

8. Kiosk refurbishing (address at next meeting)

9. Meeting adjourned at 10:10 am.

NEXT MEETING FEBRUARY 20, 8:00 AM (THIS IS A CHANGED DATE)